

Dance Legacy Privacy Policy

Effective Date: May 2026

Dance Legacy ('we', 'us', 'our') is committed to protecting your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

Dance Legacy is a UK-based dance school offering group classes, private sessions, and events. Contact: contact@dancelegacyuk.com

2. What Data We Collect

We may collect: name, email address, phone number, emergency contact details, parent/guardian details (for under 18s), booking and attendance information, payment details (processed securely via Stripe/PayPal), and relevant health/injury information.

3. How We Use Your Data

We use your data to manage bookings, communicate with you, ensure safety during classes, process payments, run our business effectively, and improve our services.

4. Legal Basis for Processing

We process your data under: contract (class bookings), legal obligation (health and safety), legitimate interest (business operations), and consent (health data and marketing communications).

5. Children's Data

For participants under 18, personal data is collected with parental or guardian consent. We take extra care to protect children's data and ensure it is handled appropriately.

6. Photography and Video

From time to time, photos and videos may be taken during classes or events for promotional and marketing purposes, including use on social media platforms. If you do not wish to be included in any photography or video content, you must inform us in writing. We will respect all such requests, especially for participants under 18.

7. Marketing Communications

We may send you updates about classes, events, and offers. You will only receive marketing communications if you have opted in, and you can unsubscribe at any time.

8. Sharing Your Data

We only share your data with trusted third parties where necessary, including Stripe, PayPal, and our booking system provider (e.g. Amelia). We do not sell your data.

9. Data Retention

We retain your data only as long as necessary. Typically, we keep client records for up to 6 years after your last interaction for legal and safety purposes.

10. Data Security

We take appropriate measures to protect your personal data and ensure it is stored securely and accessed only when necessary.

11. Your Rights

You have the right to access your data, request corrections, request deletion, restrict or object to processing, and lodge a complaint with the Information Commissioner's Office (ICO).

12. Updates to This Policy

We may update this policy from time to time. The latest version will always be available on our website.